

## ABSTRAK

Bisnis kuliner di Surabaya merupakan suatu bisnis yang terus berkembang dari waktu ke waktu. Menjamurnya bisnis di bidang makanan mulai dari bisnis makanan skala kecil seperti warung makan kaki lima dan warung-warung tenda di pinggir jalan hingga skala besar seperti depot, restoran, café, dan restoran-restoran merupakan bukti bahwa bisnis kuliner di Surabaya berkembang pesat. Ayam Bakar Primarasa Surabaya merupakan salah satu pemain di dalam bisnis kuliner ini yang dikategorikan sebagai *family restaurant* dan menghadirkan hidangan nusantara yang juga diketahui memiliki banyak pesaing disekitarnya. Oleh karena itu dalam penelitian ini, penulis ingin meneliti apa saja hal-hal yang penting dan perlu dikembangkan oleh restoran Ayam Bakar Primarasa Surabaya agar dapat terus bertahan dalam proses persaingan kuliner ini.

Penelitian ini ditujukan untuk menganalisa pengaruh *interaction quality*, *physical environment quality*, *outcome quality*, dan *customer satisfaction* terhadap *customer loyalty* Ayam Bakar Primarasa Cabang Ahmad Yani Surabaya.

Sampel yang digunakan dalam penelitian ini adalah pelanggan Ayam Bakar Primarasa Surabaya yang berdomisili di Surabaya, wanita dan pria dengan rentan usia antara 18 sampai 60 tahun, pernah berbelanja dan mengkonsumsi makanan dan minuman di Ayam Bakar Primarasa Surabaya secara langsung minimal 2 kali dalam 3 bulan terakhir, sejumlah 140 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini digunakan *software* SPSS versi 22.0. Hasil analisis menunjukkan bahwa *interaction quality* berpengaruh signifikan terhadap *customer satisfaction*, *Physical environment quality* berpengaruh signifikan terhadap *customer satisfaction*, *outcome quality* berpengaruh signifikan terhadap *customer satisfaction*, *interaction quality* tidak berpengaruh signifikan terhadap *customer loyalty*, *physical environment quality* berpengaruh signifikan terhadap *customer loyalty*, *outcome quality* berpengaruh signifikan terhadap *customer loyalty*.

Berdasarkan hasil penelitian, ditemukan bahwa Ayam Bakar Primarasa harus memperhatikan variabel *customer satisfaction* untuk dapat meningkatkan penjualannya dengan cara memberikan promo berupa potongan kepada pelanggan yang berbelanja sesuai minimum pembelian, mempertahankan kualitas layanan yang memuaskan dan juga melatih karyawan secara berkala untuk menerapkan layanan yang memuaskan sesuai dengan SOP, memberi akses bagi pelanggan dengan kursi roda, dan mensortir menu yang sering dipesan pelanggan dan menambahkan tanda bahwa menu tersebut adalah menu rekomendasi yang disukai oleh kebanyakan pelanggan.

**Kata kunci:** *Interaction Quality, Physical Environment Quality, Outcome Quality, Customer Satisfaction, Customer Loyalty, Ayam Bakar Primarasa Surabaya.*

## ABSTRACT

The culinary business in Surabaya is a business that continues to grow from time to time. The rise of businesses in the food sector ranging from small-scale food businesses such as street food stalls and roadside tent stalls to large-scale such as depots, restaurants, cafes, and restaurants are proof that the culinary business in Surabaya is growing rapidly. Ayam Bakar Primarasa Surabaya is one of the players in this culinary business that is categorized as a family restaurant and serves archipelago dishes which are also known to have many competitors around it. Therefore in this study, the author wants to examine what are important and need to be developed by the Ayam Bakar Primarasa Surabaya restaurant in order to continue to survive in the process of this culinary competition.

This study aimed to determine the effect of *interaction quality*, *physical environment quality*, *outcome quality*, and *customer satisfaction* towards *customer loyalty* in Ayam Bakar Primarasa Surabaya.

The sample used in this study is Ayam Bakar Primarasa Surabaya's customers domiciled in Surabaya, women and men who are vulnerable between the ages of 18 and 60 years, have been buying and consuming food and beverages in Ayam Bakar Primarasa Surabaya directly at least 2 times in the last 3 months, a number of 140 respondents. For processing and analyzing the data in this study used SPSS version 22.0 software. The analysis shows that interaction quality has a significant effect on customer satisfaction, Physical environment quality has a significant effect on customer satisfaction, outcome quality has a significant effect on customer satisfaction, interaction quality has no significant effect on customer loyalty, physical environment quality has a significant effect on customer loyalty, outcome quality has an effect significant for customer loyalty.

Based on the results of the study, it was found that Ayam Bakar Primarasa must pay attention to the customer satisfaction variable to be able to increase sales by providing discounts in the form of promos to customers who shop according to the minimum purchase, maintain satisfactory service quality and also train employees regularly to implement satisfactory services in accordance with SOP, provide access for customers with wheelchairs, and sort menus that are often ordered by customers and add a sign that the menu is a menu of recommendations favored by most customers.

**Keywords: Interaction Quality, Physical Environment Quality, Outcome Quality, Customer Satisfaction, Customer Loyalty, Ayam Bakar Primarasa Surabaya.**